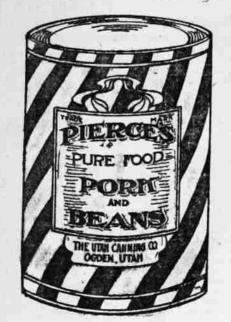
Pierce's Pure **Products**

ALWAYS GOOD, ALWAYS PURE, ALWAYS READY



YOU DON'T KNOW BEANS 'TIL YOU'VE TASTED PIERCE'S

Other Pierce's Canned Goddies are equaly appetizing and satisfying. Just ask your grocer for those good goods that are

Packed and Backed by

UTAH CANNING CO.

"The Daddy of 'Em All."



Ogden Celebrates This Great Event

The Formal Opening of Modern Market WHICH CONTINUES TODAY AND TOMORROW

MUSIC EVERY EVENING JUST BRING A NAPKIN COME AND EAT UTAH PRODUCTS AT THIS FOOD SHOW THOUSANDS WERE DELIGHTED VISITORS YESTERDAY

> **FAVORS FOR LADIES** Will Be Given Saturday Evening.

BALLOONS FOR CHILDREN Today From 4 to 6 O'clock.

You are invited to be our guest at this celebration of Ogden's great retail market, inspect the stock of groceries and meats, look over the various departments. Reception hours from 12 noon to 9 o'clock—the store is open through the day.

UTAH-MADE GOODS

Many Utah made foods will be demonstrated at this store during the formal opening. An invitation to these booths THIS COUPON

Good for one balloon if presented by boy or girl Thursday, Friday or Saturday (as long as supply lasts) at Wilcox-Schade-Harris Co. Modern Market opening. Coupons accepted only between 4 and 6 o'clock each day.



Milled from Straight Turkey Red Wheat.

Is strong flour and absorbs more water than soft flour-ideal for bread-making.

Optimo Flour

Makes more and better bread Costs more than ordinary—cheaper in end.

> T. FARR & COMPANY Distributors.

Demonstration at opening of Wilcox-Schade-Harris Co. Store.

************************ BRAND **PURE LARD** Ideal for Shortening Perfect for Frying Best for All Cooking NO SUBSTITUTE CAN TAKE THE PLACE OF THIS PURE LARD Made from Western Porkers.

Demonstration at Wilcox-Schade-Harris Modern Market.

Papers Comment in Derisive Tone on Berlin Denial of Torpedoing of the Sussex.

MANEUVER CHILDISH

President Wilson Expected to Take Firm Stand Against Prolonged Discussion.

Paris, April 14, 5:19 a. m .- The German note regarding the torpe- tor of the Wolfram lamp, has disdoing of the Sussex and other vessels is commented on by the mornderisive tone. Under the heading. Germany Seeks to Draw America Into Another Tangle or Chican-

ery," the Petit Parisien says:
"The matter now lies between Germany and the United States and in a few hours we shall know what decision president Wilson has reached. We believe it will be an energetic one. Germany wishes to begin another endless discussion like that which followed the sinking of the Lusitania, but it is probable that Mr. Wilson will speak out firmly and upset German calculations. Congress has defined its attitude on the subject and American opinion, as well as Spanish, Danish, Dutch and Norwegian opinion, is aroused against the savage violence of Germany's submarine warfare. The Amerhour is truly a decisive one."

"The German maneuver is so President Wilson must by time be fully decided. He cannot fall to realize that the German government, either by set design or by its weakness in presence of public opinion at home, is committed to the continuation and development of its implacable methods of warfare.

Blue Laws Observed in Some German Cities-Arrest of All in Conspicuous Clothing Ordered.

Berin, April 13, 11:30 a. m., via London, April 14, 6:10 a. m.—What characterized as a recrudescence of the spirit of the blue laws is observed in some German cities. In Munich the police have been authorized to act as censors of women's dress and have been ordered to arrest all women who are dressed too conspicuously,

The first victim of these instructions was a young woman who was on her way to meet an officer. She was taken to a po-lice station and compelled, according to the newspaper reports, to wipe the powder and rouge from her face before being permitted to leave the station.

In Leipzig prescriptions regard-ing boys and girls' under 18 years old are being enforced. They are torbidden to enter restaurants and

by adults and they may attend moving picture exhibitions only when special programs for juven iles is given, and they must keep off the streets after 10 o'clock at

Renews Its Vigor Completely From Oxygen of the Air in a Short Time.

Vienna, April 13, via London, April 14, 6:15 a. m .- The Tageblatt says that the Budapest chemist, Dr. Just, who was the invencovered an electric cell, with iron trolite is composed of an organic substance which renews its vigor air in a short time. Electrodes having 200 square centimeters suramperes with 250 volt tension. One does a large export trade in wheat. hundred watts was taken from one and it was found that its power was completely restored.

ARTISTS' LEAGUE

ists League of America has begun a movement to arouse the interest childish," says the Journel, "that of organizations or artists in the it is impossible to admit that the enactment of a law giving artists Washington can be deceived by it. a lifetime equity in their paintings. This would protect painters whose works greatly increased in value in their lifetime.

The idea was suggested because of the experience of Ralph A. lock sold it twenty years ago for \$50. For 16 years he has been an inmate of sanitariums and asylums. A similar movement was started in France, but was discontinued when the war broke out,

HOW TO KILL WEEDS IN GRAIN The best way to kill weeds in grain, according to Farm and Fireside, is to use a solution of iron sulphate and spray with a machine that covers a wide strip. This machine is operated by horses. Power to apply the solution is obtained from an eccentric drive on the

A PERSISTENT FLATTERER. Mother-Why don't you yawn when he stays too long? He'll take the hint and go.

Daughter—I did, and he told me what beautiful teeth I had.

SHOE REPAIRING

You save money by having your

THE UTAH SHOE HOSPITAL

shoes repaired at

PERSIAN GULF AREA

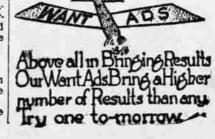
It is perhaps not generally realized how important the future of Mesopo tamia is to the British, or why they originally sent an expedition there which has since developed into a more ambitions campaign. Ever since the Napoleonic period British influence and interests have been supreme from Bagdad to the Persian Gulf, and this was the one quarter of the globs where they successfully held off the German trader with his political back It will be recalled that early it

Queen Victoria's reign Great Britain engaged in a war with Persia, and landed troops at Bushire in assertion of their rights. Ever since they have policed the Persian Gulf, put down piracy, slave and gun-running, and ighted the places dangerous to navi gation. These interests having beer entrusted to the Government of Iidia news affecting them seldom finds its way into Western papers. Previous to the yar a line of British steamers plied regularly up the River Tigris to Bagdad, the center of the caravat trade with Persia. The foreign trade to \$19,000,000, and it was nearly al in the hands of merchants in Grea completely from the oxygen of the Britain or India. Germany exported \$500,000 worth of goods there annual ly. Besra, farther down the river, ex ports annually about 75,000 tons of face give a current of five to six dates, valued at \$2,900,000. It also A large irrigation scheme was part

ly completed before the war, near the ceil for four hours and the cell ancient town of Babylon, under the di was then given half an hour's rest rection of a famous Anglo-Indian en gineer, Sir William Willcocks. When finished it was to cost \$105,000,000 and was expected to reclaim some 2 800,000 acres of land of great produc tibility. It will, therefore, be seen that Britain had some considerable stake in the country. In addition to this, the British government, shortly before the war, invested \$10,000.00 in acquiring control of the Anglo-Persian oil fields, which is the principal source of supply for oil fuel for their navy. By this means they avoided the risk of great American corporations cornering the supply of oil fuel and holding up their navy. John Bull upoccasion shows some gleamings of shrewdness. This deal is on a par with their purchase of sufficient shares to control the Suez Canal. The Anglo-Persian oil fields are situated across the border in Persia, and the oil is led in pipes down the Karam Blakelock one of whose paintings River valley, a tributary of the comrecently was sold to the Toledo, bined Tigrls and Euphrates rivers. Ohio, Museum for \$20,000. Blake-The native tribes in the neighbor hood were subsidized to protect the pipe-line, or, rather, to leave it alone. —From "The Anglo-Russian Campaign in Turkey.

> "What ruined your business?" Advertising.

"How?"
"I let it all be done by my com petitors."-Boston Transcript.



Women's Soles, Sewed......50c Children's Soles40c & 50c

We call and deliver free.

2352 Wash. Ave. Phone 826 221 25th St. Phone 586.

While others are claiming quality, we are guaranteeing it

SUGAR'S IMPORTANCE

Such foods as sugar and starch are essential to the building up of muscular energy and force. That is the reason sugar is so important in rations for the European armies -bringing the great demand for this product from governments now involved in the terrific war. Muscular energy and force are as essential in every-day life as in warfare-strength is the constant demand in work. Use of properly refined sugar—100 per cent pure,—such as that which is Utah-made will supply this demand for vour life.

ASK YOUR GROCER FOR

"Table and Preserving" Sugar

ANY TIME OF THE YEAR

Everfresh Foods not only have the best keeping qualities, because they are super-evaporated but these fruits and vegtables retain their full food value. They can be easily prepared for your table. The absolute purity is essential for your home. These foods are being demonstrated at the Wilcox-Schade-Harris Co.'s store this week.

EVERFRESH FOOD COMPANY OGDEN, UTAH.

Goddard's

PICKLES, PRESERVES, RELISHES, CATSUP, PORK AND BEANS AND OTHER GOODS

PACKED UNDER ABSOLUTELY SANITARY CONDITIONS IN UTAH'S MODERN FOOD PLANT

GODDARD'S GOODS WILL BE DEMONSTRATED AT WILCOX-SCHADE-HARRIS CO.'S OPENING.

Goddard Pickle & Preserve Co. OGDEN AND SALT LAKE.

DRINK



"OLD MASTER" COFFEE

(USED EXCLUSIVELY AT HOTEL UTAH) AND

"ROYAL GARDEN" TEA

These excellent beverages will be served during Wilcox-Schade-Harris Co.'s formal opening

TEA PLANTS SHOW IN OGDEN FOR FIRST TIME

THE BOUR COMPANY

KANSAS CITY